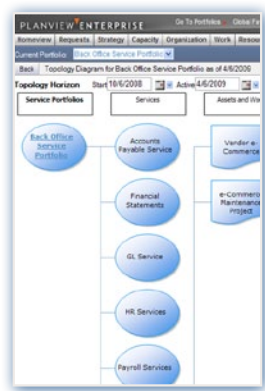


## PLANVIEW ENTERPRISE SERVICE PORTFOLIO MANAGEMENT

### Define, Manage, and Report on the Total Cost of Delivering Business Services

While business leaders prefer to think in terms of new initiatives, the majority of technology spending goes to maintaining the day-to-day operations necessary to run a business. Planview Enterprise® Service Portfolio Management allows you to effectively gain control of this spending by defining, managing, and reporting on the total cost of delivering services from IT to the business units. This enables your organization to improve overall performance, standardize service delivery, enhance service quality, and reduce the extensive maintenance work performed by IT.



Visual topologies display relationships between assets and business services

In addition, Planview Enterprise Service Portfolio Management provides consistent, repeatable, and auditable processes driven by portfolio management best practices. These best practices incorporate the ITIL framework, to provide your organization with a disciplined approach to service management that supports the alignment of business and IT.

A series of powerful, comprehensive features delivers maximized performance, reduced workload, and the ability to shift focus from maintenance work to more strategic initiatives.

### Achieve Enhanced Financial Control

Define, manage, and control the cost to deliver business services with Planview Service Portfolio Management. Robust financial management tools such as activity-based costing automatically gather and assign the costs of related work, projects, and assets to a particular business service. This information allows you to accurately invoice expenses back to the business unit while illustrating the precise value of services to business leaders. In-depth financial forecasts and extensive audit trails further enhance financial control and governance compliance across your organization.

### Optimize Application Portfolios

Inventory, define, and evaluate the value of all applications within your company. Attributes such as business value, technical value, and risk assessment are collected and analyzed to provide overall recommendations for portfolio optimization. With this information you can simplify IT infrastructure, reduce spending, and launch built-in lifecycles to retire outdated, redundant, or low-value applications.

### Develop Consistent Processes for Deploying Services

The service catalog enables internal customers to order business services via a user-friendly interface from your intranet. Powerful functions like comprehensive service listings and the expedient routing of requests simplify the request and delivery of business services while managing expectations between IT and the business units. Audit trails improve record keeping by capturing the costs generated from the catalog for accurate invoicing. By standardizing service delivery, the service catalog alleviates workload while clearly communicating the value of these services to businesses.

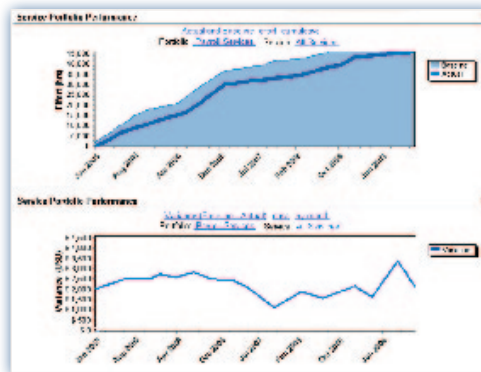
### Planview Enterprise Service Portfolio Management

Planview Enterprise® Service Portfolio Management is an integrated component of Planview Enterprise, a market-leading portfolio management solution.

Planview Enterprise components include Enterprise Portfolio Management for linking strategy with execution, Product Portfolio Management for maximizing the market impact of products, Ideation Management for amplifying the voice of the customer throughout products and services, and Insight Analytics for accelerating informed business decisions. Planview Enterprise is available both in on-premise and hosted, Software-as-a-Service options, for optimal deployment flexibility.

Planview Enterprise Service Portfolio Management empowers IT leaders to define, manage, and report on the total cost of delivering business services.

Learn more at [www.planview.com/SPM](http://www.planview.com/SPM).



Financial management tools allow you to dynamically compare financial data such as actuals vs. baselines

### Use Planview Enterprise Service Portfolio Management to:

- Understand and reduce the overall cost of services
- Make strategic decisions about the use of technology
- Simplify application infrastructure
- Know the total cost, effort, and business value of applications
- Make better and more timely decisions on how to use services

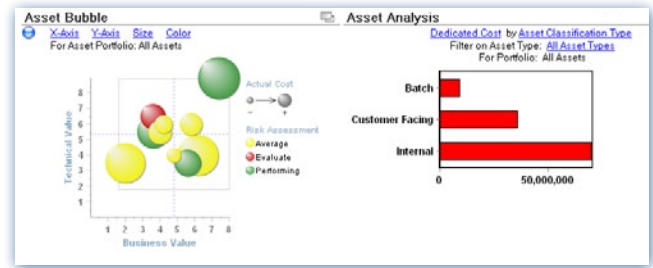
“IT capabilities are just too critical to business processes to operate as a black box, leading IT organizations to mature their SPM capabilities.

Success will require IT to collaboratively design new services to meet changing customer needs, rapidly and efficiently provision those services, and deliver them at competitive costs and high quality.”

- Forrester, July 2009

## Gain Enterprise-Wide Visibility

Quickly assess performance and gain greater insight into the delivery of business services with Planview Enterprise Service Portfolio Management. Service portfolio dashboards deliver an instant analysis of performance with indicators such as bubble charts, time-phased cost graphs, and user-defined pie charts. Visual topologies dynamically communicate the relationships required to deliver a business service by grouping associated services, applications, hardware, projects, and assets. These robust tools improve visibility, enhance decision-making, and strengthen collaboration throughout your organization.



Dashboard views provide quick visual indicators displaying the performance of services and assets.

## Link All Work to Associated Applications and Projects

Planview Enterprise Service Portfolio Management is a timely solution that accurately accounts for labor expenses by tracking all work to a specific business service. From employees manning the help desk to personnel assigned to projects, all labor costs within an organization can be captured and assigned to the business services they help deliver. This unique capability enables your organization to determine the total cost of business services, better understand IT capacity, rationalize project and assets, and analyze financial data with newfound accuracy.

## Leverage Business Service Level Agreements

Business Service Level Agreements formalize the delivery of services from IT to the business unit. In compliance with the ITIL standard, each business service is defined by a series of information-rich attributes such as budget, timeframe, and quality standards, providing business units with a crystal-clear understanding of the service they are requesting. By establishing definitive standards for business services, your organization can effectively manage expectations, enhance communication, and improve staff morale.

## Manage Service Demands

Service Demand Management guides service requests, determines business service infrastructure, and collects and reports on metrics related to the delivery of business services in your organization. Features such as such as service level agreement templates, reports, and automated user alerts deliver powerful tools that work behind the scenes to quickly analyze business services, simplify workflow, and improve overall performance.

## Seamlessly Integrate with Projects and Strategies

Planview Service Portfolio Management seamlessly integrates with Planview Enterprise – Enterprise Portfolio Management to successfully align your service delivery with resource assignments and to ensure that the delivery of business services supports overall business objectives.

### Get started today!

Reducing service delivery costs by 5% can increase the funding of new initiatives by 20%. With Planview Enterprise Service Portfolio Management, you have the tools to control spending, improve IT efficiency, and drive innovation. Learn how at [www.planview.com/spm](http://www.planview.com/spm)



For more than 20 years, Planview has been advancing the discipline of portfolio management, helping our customers change the way they manage people and money to make better business decisions. With a singular focus on portfolio management, Planview is the only company that combines customer-driven software, unmatched domain expertise, and proven best practices to solve each customer's unique business problems. For more information, visit [www.planview.com](http://www.planview.com).

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## SERVICE PORTFOLIO MANAGEMENT OVERVIEW

FUNCTION	DESCRIPTION	BENEFIT
<b>FINANCIAL MANAGEMENT</b>	<p>Links costs of related work, projects, and assets to business service; provides financial forecasts.</p> <p>Produces audit trails and more.</p>	<p>Define, manage, and control business service spending.</p> <p>Discover total cost of ownership of a business service.</p> <p>Reallocate resources to strategic initiatives.</p>
FEATURE	ADVANTAGE	
<b>ACTIVITY-BASED COSTING</b>	Enables organizations to assign direct and indirect costs to business services.	
<b>AUDIT-TRAIL DRILLDOWN</b>	Produces automated audit trails for governance compliance.	
<b>VERSIONING</b>	Offers the ability to dynamically compare forecasting to actuals.	
<b>EXPORTS TO EXCEL</b>	Exports comprehensive data in Excel format for reporting and feeding financial systems.	
FUNCTION	DESCRIPTION	BENEFIT
<b>APPLICATION PORTFOLIO OPTIMIZATION</b>	Inventories, defines, and evaluates technical and business value of applications; enables decision-making for portfolio optimization.	<p>Simplify application infrastructure</p> <p>Reduce IT spending; retire low-value applications.</p>
FEATURE	ADVANTAGE	
<b>INVENTORY OF APPLICATIONS</b>	Collects attribute data such as asset type, application, version, date of install, and more.	
<b>EVALUATION OF BUSINESS AND TECHNICAL APPLICATIONS</b>	Provides a sequence of questions that allows organizations to define, measure, evaluate, and perform risk assessment on individual applications.	
FUNCTION	DESCRIPTION	BENEFIT
<b>SERVICE CATALOG</b>	<p>Creates a customer-focused interface for business services.</p> <p>Defines a service-request workflow.</p>	<p>Standardize the delivery of business services.</p> <p>Manage expectations between IT and business according to ITIL standards.</p>
FEATURE	ADVANTAGE	
<b>SERVICE LISTING</b>	Lists pertinent information for all available services such as descriptions, contacts, and more.	
<b>INITIALIZE REQUEST AND/OR WORK LIFECYCLES</b>	Defines and implements a workflow that expediently routes service requests to appropriate personnel.	
FUNCTION	DESCRIPTION	BENEFIT
<b>VISUAL TOPOLOGY</b>	<p>Displays relationships between assets and business services.</p> <p>Groups services in portfolios.</p>	<p>Clearly define the relationships needed to deliver a service.</p> <p>Review the status of business services accurately and effectively.</p>
FEATURE	ADVANTAGE	
<b>PORTFOLIO-BASED</b>	Creates portfolios in a flexible, dynamic manner according to attributes, business units, service type, service status, or other criteria.	
<b>HIGHLIGHTED RELATIONSHIPS</b>	Visually displays the relationships between assets, resources, and projects related to a service.	
<b>DRILLDOWN TO DETAILS</b>	Allows user to drilldown to view various business service details.	
<b>LEGACY INTEGRATION</b>	Integrates with existing applications to pull in key portfolio data.	

## SERVICE PORTFOLIO MANAGEMENT OVERVIEW

FUNCTION	DESCRIPTION	BENEFIT
SERVICE AND ASSET DASHBOARDS	Provides quick visual indicators about finance, effort, and performance of specific services and assets.	Achieve enterprise-wide visibility. Improve communication and enhance decision making.
FEATURE	ADVANTAGE	
BUBBLE CHARTS	Compares the performance of all assets and services in a portfolio.	
TIME-PHASED COST GRAPHS	Displays the cost of a specific service over a specified period of time.	
PIE CHARTS	Generates pie charts comparing services and assets based on customer-defined attribute.	
FUNCTION	DESCRIPTION	BENEFIT
LABOR MANAGEMENT	Links labor associated with projects, support tickets, and operations work to the appropriate applications, assets, and business services.	Understand total cost and value. Rationalize projects and assets.
FEATURE	ADVANTAGE	
SUPPORT TICKETS	Captures help desk labor costs by business service and charges back to the appropriate business unit.	
PROJECTS	Captures new strategic work labor costs by business service and charges back to the appropriate business unit.	
FUNCTION	DESCRIPTION	BENEFIT
BUSINESS SERVICE LEVEL AGREEMENT	Defines attributes of a business service, including budget, financial plans, timeframe, and quality standards, ensuring ITIL compliance.  Measures performance and satisfaction levels of a business service.	Formalize service requests. Manage expectations. Improve customer satisfaction.
FUNCTION	DESCRIPTION	BENEFIT
SERVICE DEMAND MANAGEMENT	Defines, automates, and manages all Service Portfolio Management lifecycles.  Guides service requests according to ITIL standards.  Collects business service metrics.	Quickly analyze business services. Simplify workflow. Improve IT performance.